

IN THE CLAIMS:

1-39. (Cancelled)

40. (New) A DNA construct capable of reducing expression of an endogenous gene encoding a flavonoid 3'-hydroxylase in a plant, said DNA construct comprising a nucleotide sequence selected from the group consisting of:

(1) a nucleotide sequence encoding an amino acid sequence selected from the group consisting of: SEQ ID NO: 8, SEQ ID NO: 10, SEQ ID NO: 11, SEQ ID NO: 12, SEQ ID NO: 13, SEQ ID NO: 21. SEQ ID NO: 23 and SEQ ID NO: 25; and

(2) a nucleotide sequence selected from, the group consisting of SEQ ID NO: 7, SEQ ID NO: 20, SEQ ID NO: 22 and SEQ ID NO: 24.

41. (New) A transgenic plant having tissue exhibiting altered colour, said transgenic plant comprising a nucleic acid molecule selected fro, the group consisting of:

(1) a nucleotide sequence encoding an amino acid sequence selected from the group consisting of: SEQ ID NO: 8, SEQ ID NO: 10, SEQ ID NO: 11, SEQ ID NO: 12, SEQ ID NO: 13, SEQ ID NO: 21. SEQ ID NO: 23 and SEQ ID NO: 25; and

(2) a nucleotide sequence selected fro, the group consisting of SEQ ID NO: 7, SEQ ID NO: 20, SEQ ID NO: 22 and SEQ ID NO: 24.

42. (New) A cut flower from the transgenic plant according to Claim 41.

43. (New) A seed from the transgenic plant according to Claim 41.

44. (New) A fruit from the transgenic plant according to Claim 41.

45. (New) A leaf from the transgenic plant according to Claim 41.